

CLAIMS

What is claimed is:

- 1 1. A method for distributing a promotion comprising the steps of:
2 selecting one or more subscribers to receive the promotion based on target
3 subscriber information associated with the promotion and subscriber information
4 associated with each subscriber;
5 obtaining subscriber delivery information for each of the selected subscribers;
6 and
7 distributing the promotion to each of the selected subscribers based on the
8 subscriber delivery information for the selected subscriber.
- 1 2. The method as recited in claim 1 wherein the target subscriber
2 information comprises one or more target preference categories and a target interest
3 level associated with each target preference category.
- 1 3. The method as recited in claim 1 wherein the subscriber information
2 comprises one or more preference categories and a subscriber interest level associated
3 with each preference category.
- 1 4. The method as recited in claim 1 wherein the target subscriber
2 information comprises target non-sensitive demographic information.

1 5. The method as recited in claim 1 wherein the subscriber information
2 comprises non-sensitive demographic information about the subscriber.

1 6. The method as recited in claim 1 wherein the subscriber delivery
2 information comprises a receiving device type and a receiving device address.

1 7. The method as recited in claim 1 wherein the subscriber delivery
2 information comprises an acceptable time period to receive the promotion.

1 8. The method as recited in claim 1 wherein the subscriber delivery
2 information comprises a maximum number of promotions to be received within a
3 specified time period.

1 9. The method as recited in claim 1 further comprising the step of
2 receiving feedback from the selected subscribers.

1 10. The method as recited in claim 1 further comprising the steps of:
2 receiving a request to distribute the promotion; and
3 retrieving the promotion and the target subscriber information.

1 11. The method as recited in claim 1 wherein the step of selecting one or
2 more subscribers comprising the steps of:
3 retrieving the subscriber information for the subscriber; and
4 selecting the subscriber when a comparison of the target subscriber
5 information to the subscriber information for the subscriber satisfies one or more
6 rules.

1 12. The method as recited in claim 11 further comprising the step of
2 repeating the steps of retrieving the subscriber information and selecting the
3 subscriber until the one or more subscribers are selected.

1 13. The method as recited in claim 1 wherein the step of obtaining
2 subscriber delivery information further comprises the steps of:
3 requesting the subscriber delivery information for each selected subscriber
4 using a subscriber identification for each selected subscriber; and
5 receiving the subscriber delivery information.

1 14. The method as recited in claim 1 wherein the step of distributing the
2 promotion further comprising the steps of:
3 creating a message that contains the promotion and is formatted for a
4 receiving device for each selected subscriber; and
5 sending the message to the receiving device for each selected subscriber if the
6 selected subscriber has not been sent a specified number of messages within a
7 specified time period.

1 15. A method for distributing a promotion comprising the steps of:
2 receiving a request to distribute the promotion;
3 retrieving the promotion and target subscriber information associated with the
4 promotion from a first database;
5 retrieving subscriber information for one or more subscribers from a second
6 database;
7 selecting the subscriber when a comparison of target subscriber information to
8 the subscriber information for the subscriber satisfies one or more rules;
9 requesting subscriber delivery information for each selected subscriber using a
10 subscriber identification for each selected subscriber, wherein the subscriber delivery
11 information is stored on a third database;
12 receiving the subscriber delivery information;
13 creating a message that contains the promotion and is formatted for a
14 receiving device for each selected subscriber; and
15 sending the message to the receiving device for each selected subscriber if the
16 selected subscriber has not been sent a specified number of messages within a
17 specified time period.

1 16. A computer program embodied on a computer readable medium for
2 distributing a promotion comprising:

3 a code segment for selecting one or more subscribers to receive the promotion
4 based on target subscriber information associated with the promotion and subscriber
5 information associated with each subscriber;

6 a code segment for obtaining subscriber delivery information for each of the
7 selected subscribers; and

8 a code segment for distributing the promotion to each of the selected
9 subscribers based on the subscriber delivery information for the selected subscriber.

1 17. The computer program as recited in claim 16 wherein the target
2 subscriber information comprises one or more target preference categories and a
3 target interest level associated with each target preference category.

1 18. The computer program as recited in claim 16 wherein the subscriber
2 information comprises one or more preference categories and a subscriber interest
3 level associated with each preference category.

1 19. The computer program as recited in claim 16 wherein the target
2 subscriber information comprises target non-sensitive demographic information.

1 20. The computer program as recited in claim 16 wherein the subscriber
2 information comprises non-sensitive demographic information about the subscriber.

1 21. The computer program as recited in claim 16 wherein the subscriber
2 delivery information comprises a receiving device type and a receiving device
3 address.

1 22. The computer program as recited in claim 16 wherein the subscriber
2 delivery information comprises an acceptable time period to receive the promotion.

1 23. The computer program as recited in claim 16 wherein the subscriber
2 delivery information comprises a maximum number of promotions to be received
3 within a specified time period.

1 24. The computer program as recited in claim 16 further comprising a
2 code segment for receiving feedback from the selected subscribers.

1 25. The computer program as recited in claim 16 further comprising:
2 a code segment for receiving a request to distribute the promotion; and
3 a code segment for retrieving the promotion and the target subscriber
4 information.

1 26. The computer program as recited in claim 16 wherein the code
2 segment for selecting one or more subscribers comprising:
3 a code segment for retrieving the subscriber information for the subscriber;
4 and
5 a code segment for selecting the subscriber when a comparison of the target
6 subscriber information to the subscriber information for the subscriber satisfies one or
7 more rules.

1 27. The computer program as recited in claim 16 further comprising a
2 code segment for repeating the retrieval of the subscriber information and selection of
3 the subscriber until the one or more subscribers are selected.

1 28. The computer program as recited in claim 16 wherein the code
2 segment for obtaining subscriber delivery information further comprises:
3 a code segment for requesting the subscriber delivery information for each
4 selected subscriber using a subscriber identification for each selected subscriber; and
5 a code segment for receiving the subscriber delivery information.

1 29. The computer program as recited in claim 16 wherein the code
2 segment for distributing the promotion further comprising:
3 a code segment for creating a message that contains the promotion and is
4 formatted for a receiving device for each selected subscriber; and
5 a code segment for sending the message to the receiving device for each
6 selected subscriber if the selected subscriber has not been sent a specified number of
7 messages within a specified time period.

1 30. A system for distributing a promotion comprising:
2 a profile manager;
3 a subscriber selector communicably connected to the profile manager, the
4 subscriber selector selecting one or more subscribers to receive the promotion based
5 on target subscriber information associated with the promotion and subscriber
6 information associated with each subscriber, and obtaining subscriber delivery
7 information for each of the selected subscribers via the profile manager;
8 a first database communicably connected to the subscriber selector, the first
9 database storing the target subscriber information;
10 a second database communicably connected to the subscriber selector, the
11 second database storing the subscriber information;
12 a third database communicably connected to the profile manager, the third
13 database storing the subscriber delivery information; and
14 a distributor communicably connected to the subscriber selector, the
15 distributor distributing the promotion to each of the selected subscribers based on the
16 subscriber delivery information for the selected subscriber.

1 31. The system as recited in claim 30 wherein the target subscriber
2 information comprises one or more target preference categories and a target interest
3 level associated with each target preference category.

1 32. The system as recited in claim 30 wherein the subscriber information
2 comprises one or more preference categories and a subscriber interest level associated
3 with each preference category.

1 33. The system as recited in claim 30 wherein the target subscriber
2 information comprises target non-sensitive demographic information.

1 34. The system as recited in claim 30 wherein the subscriber information
2 comprises non-sensitive demographic information about the subscriber.

1 35. The system as recited in claim 30 wherein the subscriber delivery
2 information comprises a receiving device type and a receiving device address.

1 36. The system as recited in claim 30 wherein the subscriber delivery
2 information comprises an acceptable time period to receive the promotion.

1 37. The system as recited in claim 30 wherein the subscriber delivery
2 information comprises a maximum number of promotions to be received within a
3 specified time period.

1 38. The system as recited in claim 30 wherein the subscriber selector
2 receives a request to distribute the promotion and retrieves the promotion and the
3 target subscriber information.

1 39. The system as recited in claim 30 wherein the subscriber selector
2 retrieves the subscriber information for the subscriber and selects the subscriber when
3 a comparison of the target subscriber information to the subscriber information for the
4 subscriber satisfies one or more rules.

1 40. The system as recited in claim 30 wherein the subscriber selector
2 requests the subscriber delivery information for each selected subscriber using a
3 subscriber identification for each selected subscriber and receives the subscriber
4 delivery information.

1 41. The system as recited in claim 30 wherein the subscriber selector
2 creates a message that contains the promotion and is formatted for a receiving device
3 for each selected subscriber, and the distributor sends the message to the receiving
4 device for each selected subscriber if the selected subscriber has not been sent a
5 specified number of messages within a specified time period.